

# AAD 0066 - BUSINESS PRACTICES FOR THE APPLIED ARTS

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## Catalog Description

Hours: 54 lecture

Description: Introduction to business practices for graphic designers, multimedia and illustration artists and other creative service providers. Initial client contact to final billing process; basic elements of running a small studio; following an Applied Art and Design creative project from inception to completion; discussion of copyright protection; building relationships and contracts with clients and suppliers. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Create a business identity and identify the various city and county licenses required to operate a small business.
- CSLO #2: Research business practices for filing state sales tax, interacting with the Board of Equalization and the use of the resale license and identify federal and state tax filing requirements.
- CSLO #3: Synthesize business ethics and procedures and demonstrate appropriate use of copyright laws in protecting creative ideas.

## Effective Term

Fall 2021

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

1. Identify various employment opportunities including freelancing, partnerships, work-for-hire;
2. Examine different types of ownership and assess equipment needs;
3. Identify and discuss the role of the professional creative and the principles of integrity that demonstrate respect for the profession, for colleagues, for clients, for audiences or consumers, and for society as a whole;
4. Create a system for tracking business projects;
5. Create specific forms for contracts and billing for the purchase of services;
6. Demonstrate appropriate use of copyright laws in protecting creative ideas and the use of creative materials;
7. Evaluate common problems in working with clients;
8. Create a business identity;

9. Examine opportunities for professional development and enrichment including continued education;

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Objective Examinations
  - Example: Students will take an objective examination on the laws and ethics of copyright law Example: Define current copyright laws. Standard Grading.
- Projects
  - Example: Students will interview of employer in the chosen field and write a report based on the student's reflection on how lessons learned in the interview connect to his/her own career plans including a thoughtful evaluation of what it takes to be successful in the target field/position in relation to his/her skills and abilities. Rubric Graded.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. The instructor will utilize a PowerPoint lecture and lead a class discussion on the pros and cons of social media platforms for creative professionals and strategies for leveraging these outlets. Students are expected to actively participate in the lecture.

Distance Learning

1. The instructor will provide a lesson on building contracts for professional protection and transparency specific to freelance creative professionals. Students will then be asked to evaluate a sampling of contracts to review and then to build a contract for themselves. Prompts such as "Where is the contract language that specifically outlines who will retain ownership of final designs?" will be responded to during the assessment, along with other pertinent prompts to help students account for expected clauses and close any loopholes that could become problematic.

## Typical Out of Class Assignments

### Reading Assignments

1. Read *The Business Side of Creativity: The Comprehensive Guide to Starting and Running a Small Graphic Design or Communications Business*, Chapter 13: Working with Clients. Be prepared to discuss in class.
2. Read AIGA Standards of Professional Practice on the AIGA

(Professional Association for Design) webpage and be prepared to discuss your findings in class.

## Writing, Problem Solving or Performance

1. Research potential markets and identify best practices for marketing your portfolio and design business. 2. Prepare and present a mock formal sales/portfolio presentation to potential client and/or prepare a portfolio presentation for mock interview by potential employer. 3. Conduct an informational interview with an experienced principal or freelancer in an area of interest and write a report/prepare a presentation to the class.

## Other (Term projects, research papers, portfolios, etc.)

### Required Materials

- The Business Side of Creativity: The Comprehensive Guide to Starting and Running a Small Graphic Design or Communications Business
  - Author: Cameron S. Foote
  - Publisher: W. W. Norton and Company
  - Publication Date: 2014
  - Text Edition: 4th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- The Business of Design
  - Author: Keith Granet
  - Publisher: Princeton Architectural Pressy
  - Publication Date: 2011
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Graphic Arts Guild and Pricing and Ethical Guidelines
  - Author: Graphic Artists Guild
  - Publisher: Graphic Artists Guild
  - Publication Date: 2013
  - Text Edition: 14th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Success By Design: The Essential Business Reference for Designers
  - Author: David Sherwin
  - Publisher: HOW Books
  - Publication Date: 2012
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Work for Money, Design for Love: Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business
  - Author: Princeton Architectural Press
  - Publisher: New Riders
  - Publication Date: 2012
  - Text Edition: 1st

- Classic Textbook?: No
- OER Link:
- OER:

**Other materials and-or supplies required of students that contribute to the cost of the course.**